

Highlights from the 2012 US Surgeon General's Report

A Report of the Surgeon General
Preventing Tobacco Use
Among Youth and Young Adults




May 2012

1

Highlights from the 2012 US Surgeon General's Report

Tobacco Use: A Preventable Epidemic

▶ Every day, more than 1,200 people in this country die due to smoking



2

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Tobacco Use: A Preventable Epidemic

If young people don't start using tobacco by age 26, they almost certainly will never start.



3

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Tobacco Use: A Preventable Epidemic



▶ For each of those deaths, at least 2 youth or young adults become regular smokers each day

▶ Almost 90% of those replacement smokers smoke their first cigarette by age 18.

4


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Smoking and Health: They Just Don't Mix

Why is early smoking so harmful?

People who start smoking as young teens are more likely to:

- **Get addicted to nicotine**
- **Become lifetime smokers**
- **Get diseases caused by tobacco use**
- **Die from a disease caused by tobacco use**



5

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Smoking and Health: They Just Don't Mix

Early heart disease
narrowing of the arteries, scar tissue, and accumulation of fats in blood vessels

Permanent lung damage



Cancer – Tobacco smoke contains 70 carcinogens and is responsible for 1/3 of all cancer deaths in the US by damaging the DNA anywhere in the body.

6

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Why Young People Use Tobacco

Why do they start?

- **Social Influences** – desire to fit in
- **Physical Influences** – more easily/quickly addicted
- **Environmental Influences** – coolness factor, easy access, edgy marketing
- **Movies** – increase susceptibility to experimenting

7

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The Tobacco Industry

How They Attract Young Smokers

- Keeping Prices Down
- Making Products Easy to Buy
- Designing Products That Appeal to Youth
- Creating a Package that Appeals to Youth
- Retail Marketing
- Using Media to Promote Products

8

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The Tobacco Industry



9

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The Tobacco Industry

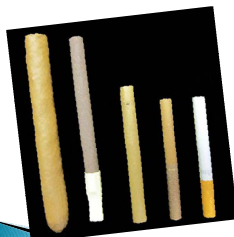
Successful strategies

- Keeping Prices Down
- Making Products Easy to Buy
- **Designing Products That Appeal to Youth**
- Creating a Package that Appeals to Youth
- Retail Marketing
- Using Media to Promote Products

10

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The Tobacco Industry



- Cigars, especially cigarette-sized cigars, are popular with youth

11

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The Tobacco Industry

- One out of five high school males smokes cigars



12

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The Tobacco Industry

- Spends more than **\$1 million/an hour** marketing their products
- 80% of underage smokers choose brands from the top three most heavily advertised
- Price-reducing** promotions has led to higher rates of tobacco use among young people

13

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The Tobacco Industry



- Produce cigarette-size cigars in candy and fruit flavors
- Marketing flavors appealing to youth: strawberry, grape, chocolate

14

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The Tobacco Industry

- Produce single cigars cheap enough for youth to buy
- Have price-reducing promotions that has led to higher rates of tobacco use among young people



15

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The Tobacco Industry

- Continues to introduce new smokeless tobacco products (snus, strips, lozenges)



16

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The Tobacco Industry

- Smokeless Tobacco Products appeal to the youth because they can use these products without detection at school
- Sustain their nicotine addiction
- Most youth who uses smokeless tobacco products **also smoke cigarettes**



17

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What We Can Do

We Know What Works
On-going, comprehensive, multi-component programs can **cut youth tobacco use** in half in 6 years.



18

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What We Can Do

- ✓ Prevention is critical
- ✓ Proven Strategies
 - ❖ Mass Media Campaigns
 - ❖ Higher Tobacco Prices
 - ❖ Smokefree Laws and Policies
 - ❖ Evidence-based school programs
 - ❖ Sustained Community-wide Efforts

19

What you can do

- ▶ Conduct Store Observation Surveys
 - Visit all 64 tobacco retailers in the city of Alameda
- ▶ Tobacco Retail License Opinion Poll
 - At mall
 - Park street
 - Events

20

Credits

- ▶ Some of the photos from Public Health Law and Policy/ Technical Assistance Legal Center
- ▶ Surgeon General Report, March 2012
- ▶ Janice Louie, Alameda County Public Health Department, 510-208-5916

21